

PATENT APPLICATION #7

MET1.0025

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DAC  
(LOCATION)

Applicant: Bentolila, et al.

For: SYSTEM, METHOD, AND SOFTWARE  
APPLICATION FOR TARGETED  
ADVERTISING VIA BEHAVIORAL  
MODEL CLUSTERING, AND  
PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTER

Application No.: 10/043,714

Filed: January 9, 2002

October 24, 2002

Los Angeles, California 90067

INFORMATION DISCLOSURE STATEMENT

RECEIVED

NOV 04 2002

Assistant Commissioner for Patents  
Washington, D.C. 20231

OFFICE OF PETITIONS

Dear Sir:

In an attempt to fully comply with the duty of disclosure as set forth in 37 C.F.R. Section 1.56, and in conformance with 37 C.F.R. Sections 1.97-1.99, Applicants wish to bring to the attention of the United States Patent Office the following reference(s). The information listed herein below may not qualify as prior art, and should not be considered prior art merely from Applicants' citation herein. 37 C.F.R. 1.96(h). This statement is filed before the mailing date of a first action on the merits. Therefore no fee is necessary at this time.

Please charge any additional fees or credit any over-payment to our Deposit  
Account No. 19-1995. A duplicate copy of this letter is enclosed for that purpose.

U.S. Patent(s)

Patent No. 6,002,393 by Hite, et al.; Filed: August 22, 1995; Issued: December 14, 1999; Title: SYSTEM AND METHOD FOR DELIVERING TARGETED ADVERTISEMENTS TO CONSUMERS USING DIRECT COMMANDS

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/

Patent No. 5,848,396 by Gerace; Filed: April 26, 1996; Issued: December 8, 1998;  
Title: METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL  
PROFILE OF A COMPUTER USER

Patent No. 5,774,170 by Hite, et al.; Filed: December 13, 1997; Issued June 30,  
1998; Title: SYSTEM AND METHODS FOR DELIVERING TARGETED  
ADVERTISEMENTS TO CONSUMERS

Patent No. 5,717,923 by Dedrick; Filed: November 3, 1994; Issued: February 10,  
1998; Title: METHOD AND APPARATUS FOR DYNAMICALLY  
CUSTOMIZING ELECTRONIC INFORMATION TO INDIVIDUAL END  
USERS

Patent No. 5,664,046 by Abecassis; Filed: April 10, 1995; Issued: September 2,  
1997; Title: AUTOCONFIGURABLE VIDEO SYSTEM

Patent No. 5,636,346 by Saxe; Filed: May 9, 1994; Issued: June 3, 1997; Title:  
METHOD AND SYSTEM FOR SELECTIVELY TARGETING  
ADVERTISEMENTS AND PROGRAMMING

Patent No. 5,565,909 by Thibadeau et al.; Filed: February 3, 1994; Issued:  
October 15, 1996; Title: METHOD OF IDENTIFYING SET-TOP RECEIVERS

Patent No. 5,559,549 by Hendricks et al.; Filed: December 2, 1993; Issued:  
September 24, 1996; Title: TELEVISION PROGRAM DELIVERY SYSTEM

Patent No. 5,446,919 by Wilkins; Filed: October 9, 1991; Issued: August 29,  
1995; Title: COMMUNICATION SYSTEM AND METHOD WITH  
DEMOGRAPHICALLY OR PSYCHOGRAPHICALLY DEFINED  
AUDIENCES

Copies of these documents are attached herewith, and are listed on the PTO

Form 1449.

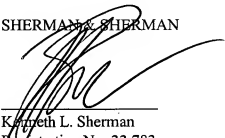
/Hoang Vu Nguyen Ba/

09/29/2008

If the Examiner believes a telephone interview will help further the prosecution of this case, Applicants respectfully request that the undersigned attorney be contacted at the listed telephone number.

Respectfully submitted,

SHERMAN & SHERMAN



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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231 on October 24, 2002.

Evelyn Menjivar

(Type or print name of person mailing paper)  
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(Signature of person mailing paper)



INFORMATION DISCLOSURE CITATION  PTO-1449	Atty. Docket No.	Serial No.
	MET1.0025	10/043,714
	Applicant Bentolila, et al.	
	Filing Date	Group
	January 9, 2002	

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## U.S. PATENT DOCUMENTS

Examiner Initial		Document No.	Date	Name	Class	Subclass	Filing Date if Appropriate
_____	AA	6,002,393	12/14/1999	Hite	H04N 7/10		8/22/1995
_____	AB	5,848,396	12/8/1998	Gerace	G06F 19/00		4/26/1996
_____	AC	5,774,170	6/30/1998	Hite	H04N 7/10		12/13/1994
_____	AD	5,717,923	2/10/1998	Dedrick	G06F 17/30		11/3/1994
_____	AE	5,664,046	9/2/1997	Abecassis	H04N 5/781		4/10/1995
_____	AF	5,636,346	6/3/1997	Saxe	H04N 7/10		5/9/1994
_____	AG	5,565,909	10/15/1996	Thibadeau	H04N 7/16		2/3/1994
_____	AH	5,559,549	9/24/1996	Hendricks	H04N 7/16		12/2/1993
_____	AI	5,446,919	8/29/1995	Wilkins	H04H 1/02		10/9/1991

## FOREIGN PATENT DOCUMENTS

Examiner Initial		Document No.	Date (day-mo-yr)	Country	Translation
					Yes/No/Partial

## OTHER DOCUMENTS

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Examiner	/Hoang Vu Nguyen Ba/	Date Considered	09/29/2008
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